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News and information
about and for the
University Community from
the Chancellor's Office

George MacMasters Breathes Life Into Visiting Swimmer

George MacMasters, a facilities director and swimming coach at the University who is training to swim the English Channel this summer, rescued a Dorchester man who apparently was drowning in the Clark Athletic Center pool last Tuesday evening.

The 26-year-old victim, a resident of a Dorchester group home for persons with handicaps, was in stable condition at Boston City Hospital at the time of publication. MacMasters and lifeguard Rocky Mann pulled the man from the pool and MacMasters then applied rescue breathing techniques. For MacMasters, a longtime lifeguard and accomplished swimmer, the rescue was in one respect similar to several others that he has performed:

Shortly after 7:00 p.m. on Tuesday, MacMasters was standing at the edge of the pool giving a private swimming lesson to a young girl while Fitzgerald and several others from the group home were swimming about 30 yards away. "I looked over and noticed this guy floating face down on the surface of the water," MacMasters says. "He was wearing a life preserver, and I didn't know at first if he was playing around. After a few seconds I figured there might be a problem."

MacMasters shouted to Mann. The pair dove into the water and pulled the swimmer onto the pool apron. Mann determined that the man was not breathing, but did have a pulse. MacMasters then performed several rounds of rescue breathing, stopping between sessions to allow the man to cough up water and blood. University police were summoned to the scene. Within a few minutes paramedics arrived and transported the man to Boston City Hospital. The man apparently had a seizure while he was in the shallow end of the pool.

'I Had A Good Shot To Bring The Guy Back'

"I've done well over a dozen saves in my life, but this one was as close as I've ever come to being too late,"

says MacMasters, who for 20 years was a lifeguard at a number of local public pools and beaches. "I've swum 200 yards into the ocean to get people, and I've pulled them off the bottom of pools. So it never entered my mind to lose hope. I know CPR and rescue breathing techniques cold, and I keep up on my training. I know the procedure. Breathe hard, don't be timid. I knew I had a good shot to bring the guy back."

MacMasters' respect for the water is based on personal experience. He is a serious long-distance swimmer and in August will make his second attempt at swimming the English Channel. Last summer, thwarted by rough seas, he was pulled from the Channel after five hours. He had covered a little more than half of the 26-mile distance between Dover, England, and Cape Grisnez, France. He was bitterly disappointed.

"That morning I got a great weather report — sunny skies and calm seas," he says. "An hour into my swim the sky turned dark and the waves became 10 feet high. I knew I had no chance. I couldn't reach my food because the boat was getting tossed around. I swallowed gallons of salt water. The captain finally said 'We can't do this any more.' It was very exciting, but it was like losing the World Series."

MacMasters, 36, has succeeded in numerous other local long-distance events. He's the only person to swim the 20 miles from Minot's Light in Chatham to the L Street Bathhouse in South Boston. And he regularly enters the annual 10-mile Boston Light race, finishing second three times.

Channel Swimmers Face Long Odds

The first successful Channel crossing was in 1875, and since then some 10,000 people have attempted the feat. The completion rate is four percent. "That's the challenge," said MacMasters. "You've got four weather systems that collide over the Channel. The water is 58 degrees. And it's so unpredictable. That's what makes it so great."

Spring Enrollment Surges

Preliminary enrollment figures for the spring semester are stronger than last year's and surpass even those projections made before the week-long postponement of classes. The preliminary spring semester headcount of 11,444 is 121 more students than enrolled in the spring of 1993. The largest gain is in the graduate student category, up 5.3% to 2,366.

"We'd been quite certain that the problems associated with the shutdown and the negative publicity would hurt our enrollment. We were happily wrong," said James Morris, associate vice chancellor of enrollment services. He credited strong advertising as one reason for the healthy numbers.

"Our intensive spring semester advertising on radio and television has apparently paid off," said Noel Cotterell, assistant production manager in the University's publications office. The University is beginning a four-month advertising campaign aboard MBTA trains on the Red, Green and Orange lines.

MacMasters, who was raised and still lives in Dorchester, will spend the next few months building his endurance with daily swims in the UMass Boston pool. He also runs and lifts weight, and plans to compete in the Boston Marathon for the first time next month. When it gets warmer, he will swim every day in the ocean at Nantasket and Carson beaches.

In late July MacMasters will fly to England and wait for the right conditions. He expects to make his Channel bid some time during the first two weeks of August. "I've decided that I'm going to make it," he says. "I'm preparing for hurricane conditions. I've told my crew not to take me out of the water. I'm determined to cross the Channel."

Campus Notes

Former UMass Boston basketball player Eileen Fenton, who holds 11 records including all-time leading scorer, had her number 33 retired at a halftime ceremony at the Clark Center. Fenton, a 1991 graduate now pursuing a master's degree in physical therapy at Boston University, is the first female Beacon athlete to have her number retired. The University's only other retired number belongs to 1970s basketball player John "Boo" Rice.

Barry Bluestone will give a lecture March 8 on how free trade widens the disparity

between high- and low-income workers and poses a threat to society. The talk begins at 4:00 p.m. in the Chancellor's Conference Room (Quinn Administration Building, 3d floor).

Vietnam veteran and former Marine lieutenant Fred Marchant will read from his new book of poetry, *Tipping Point*, on March 7, at 2:30 p.m. at the Harbor Art Gallery (McCormack Hall, 1st floor). *Tipping Point* won the 1993 Washington Prize. Marchant, whose works are widely published, is a professor at Suffolk University.

WUMB has lengthened its broadcast day to 24 hours and is filling overnight hours with a variety of music. On weekdays there's modern instrumentals, acoustic rock, and rhythm and blues; weekends feature jazz and blues.

Edward Zaleskas has been appointed associate dean of Graduate Studies and Research. He succeeds Robert Spayne, who retired.

Linda Coombs, a Wampanoag Indian, was the featured speaker at this week's 7th annual Women of Color Caucus.

In the February edition of *Sage Abstract*, Trotter Institute director James Jennings reviews theories presented since the 19th century on the causes of poverty.

Environmental Sciences professor Joseph Cooney was appointed editor-in-chief of the *Journal of Industrial Microbiology*. He was the publication's senior editor for eight years.

State Representative Tom Finneran of Dorchester, chairman of the House Ways and Means Committee, will speak at noon the University Club (Healey Library, 11th floor) on Monday, March 7. His talk is part of the McCormack Institute's monthly luncheon series.

Analyses conducted five years apart of television soap operas found that the frequency of scenes involving alcoholic beverages was considerably higher in 1991 than in 1986, according to management professor Betty Diener. Her study was recently published by the American Marketing Association. In the fall of 1986 and again five years later, Diener monitored the same eight popular daytime programs and registered a 44% increase in the number of scenes containing either reference to, or consumption or presence of, alcoholic beverages — typically hard liquor. In all,

19% of the total number of soap opera scenes she viewed in 1991 involved alcohol, up from 14% in 1986. Smoking, by contrast, was infrequent. In both years, smoking was part of less than 1% of all scenes.

English professor Elizabeth Fay is co-editor of *Working Class Women in the Academy*, published by University of Massachusetts Press. The book is a collection of essays written by 20 female academics from workingclass backgrounds. English professor Pam Annas is a contributor.

Quinn Award for Service Goes to Roxbury Educator

Angela Paige Cook, educator and founder of Paige Academy in the Highland Park section of Roxbury, is the 1994 recipient of UMass Boston's eighth annual Robert H. Quinn Award for Distinguished Community Service.

Paige Cook will receive the award at a community breakfast at the University on Wednesday, March 16. The breakfast will take place from 8:30 to 10:00 a.m. at the University Club (Healey Library, 11th floor).

Paige Cook is a longtime resident of Roxbury. In 1975 she founded Paige Academy, an independent child care center and elementary school whose philosophy is based on the African village model of education. Paige Academy's values stem from the principles of Nguzo Saba — unity, selfdetermination, collective work and responsibility, cooperative economics, purpose, creativity and faith.

As director Paige Cook is responsible for an institution that has a budget of more than \$750,000, a staff of 32, and an enrollment of 150 children, who attend pre-school through the sixth grade. The school has been successful in raising its students' standardized test scores two or three grade levels above the national norms.

The Quinn Award honors an outstanding individual from Dorchester, Roxbury, South Boston or Quincy. It will be given to Paige Cook by Robert H. Quinn, a Dorchester native and former Speaker of the Massachusetts House of Representatives. Quinn, a former chairman of the University's Board of Trustees, co-sponsored legislation that created UMass Boston.

Paige Cook was raised in Washington, D.C. and received a bachelor's degree from Fisk University in Nashville. She earned a master's in early childhood education from Wheelock College, and served as an urban studies fellow at MIT. She has taught childhood education courses at Roxbury and Mass Bay community colleges, and has lectured at UMass Boston, Northeastern University, Tufts University, Wellesley College and Williams College.

Paige Cook is vice president of Inner City Child Care Directors Network, which provides quality child care through workshops, training and parenting seminars. She is also working to establish a list of children's books designed to teach literacy and ethics to elementary school students.

University of Massachusetts Boston
100 Morrissey Boulevard
Boston, MA 02125-3393



Management's Mellone on Team That's Adding Writing Proficiency Test to GMAT

Michael Mellone, director of the MBA Program at the College of Management, is on a national council of business school deans and administrators that has developing a first-time writing proficiency test for the GMAT exam.

The addition of the writing test is the first structural change in the 30year history of the GMAT, the entrance exam used by graduate-level business schools around the world. The Graduate Management Admission Council administers the GMAT four times annually to 250,000 people.

The addition in October of two essay questions to the multiple-choice style test signals an important change in what skills business school applicants are expected to possess, Mellone says.

New Emphasis on Communication Skills

"The questions will not be business-related. One will ask students to analyze an issue. The other will ask them to analyze an argument," says Mellone, who was assistant dean of the Graduate School of Business at the University of Cincinnati before he arrived recently at UMass Boston. According to Mellone, the essays will require students to demonstrate analytical skills and their capacity for formulating written ideas.

"These are men and women who in their professional careers will have to attack problems and present solutions," he says. "They need to possess writing and verbal skills. It is vital to their success, and business schools haven't always done a good job of

emphasizing the importance of communications skills."

Test takers will have 30 minutes to respond to each GMAT essay, stretching the duration of the full exam to four-and-a-half hours. The exams will be appraised by a staff of college professors. Each essay will be read by two professors and graded on a 0-to-6 basis — 6 being the highest possible score. The customary five-week waiting period for receiving exam results is not expected to change.

Positive Survey Results Sparked Change

The impetus to add essays to the GMAT exam came from an international survey by the Graduate Management Admission Council in which 88% of business schools thought it was a good idea, Mellone says.

"This decision is very consistent with the curriculum reform movement taking place throughout higher education," says William Broesamle, president of the Graduate Management Admission Council. "To relate to others in a business situation you've got to be able to engage them, and writing is a vehicle for doing that. This is not simply a test of writing style, but a test of one's ability consider difficult concepts and approach them analytically."

The fee for taking the new GMAT is \$69, an increase of \$17. Entrance exams for graduate-level study in other disciplines have recently begun emphasizing writing ability. The Medical College Admission Test added a writing proficiency component last year, and the Graduate Records Exam is expected to do so in 1995. The Law School Aptitude Test has a writing test, too, but that portion of the exam is not graded.

More Campus Notes

New Boston Police commissioner Paul Evans is a 1974 graduate of Boston State College.

English professor Lloyd Schwartz's poem "Pornography" is included in *The Best American Poetry 1994*, as selected by National Book Award winner A. R. Ammons.

Channel 7 news anchor R.D. Sahl was the featured speakers at today's World Trade Center conference for middle and high school

students, organized and sponsored by the young people of UMass Boston's Urban Scholars Program.

CPCS associate professor Connie Chan has an article in the American Psychological Association's newsletter on her goals as newly elected chairman of the Board for the Advancement of Psychology in the Public Interest.

Wheelock College education professor Nitza Hidalgo will be at UMass Boston on Tuesday, March 8, to discuss the

influence of Puerto Rican families on their children's education. Her lecture will take place from noon to 2:00 p.m. at the University Club. It is sponsored by the Gaston Institute.

Paul Wright of the Office of Graduate Studies and Research has had a paper accepted by the Society for the History of Authorship, Reading and Publishing.

Applications are being accepted now for the 1995-96 Fulbright Program, which

provides grants each year to 1,000 American scholars for work abroad. The program also awards grants to 1,100 foreign scholars for study in the U.S. Roughly 70% of Fulbright awards support lecturing, and the remainder go toward advanced-level research. The application deadline is August 1. Grant receipts will be announced next spring. More information is available by calling (202) 686-7877.